

PLAIN TALKS

APRIL 1930



new employe writes home

Dear Dad:

Here I am "at the portals of life" like that fellow said the day I graduated from school. I never did exactly figure out what he was driving at, but here I am with a job. It is with the Gulf States Utilities Company, you know, the light company here in Beaumont.

I don't know just what you would call my job right now, but it is a swell place to work. There are no dodos around here. Even the big boss looks like just a young man. I came in here just as I went to other places looking for a job. I talked with a young fellow by the name of Sherman and he told me a lot about how this is a big company and needs trained men for a lot of different jobs. They like to get them young and give them experience in different departments so when they get older they will know the business.

My idea was that they just sold electricity, but can you believe it, they do business in 30,000 square miles! They make power that runs pumps for rice farms and oil pipe lines, and that turns cotton gins, lights up street lights and a hundred other things. It looks like a pretty necessary kind of business, so I jumped at the chance to take a job with them. They are paying me enough to live on and will give me a chance to learn something about every department, if I show that I can do the work. As I go along they will help me with the cost of special correspondence courses to improve myself in the work. That's pretty swell don't you think?

I feel rather proud too, because they told me they don't hire every Tom, Dick and Harry who comes along, but just the high class fellows who look like they might amount to something. I believe they are right, too, because they have a mighty fine bunch of fellows working here.

I don't know all there is to know about this job yet, but I'll tell you more the next time. Tell Ma I'm getting along fine. Got a dandy room with a boy who works for the company. When he took me out there, I told the lady I could give references, but she just smiled and said, "I guess you are all right if the Gulf States hired you." (She looked sort of like Aunt Bess)

Tell the bunch hello for me,

From your
Son

P. S. I wish you could see the pretty little girl that works down on the main floor. I'll tell you her name next time I write, because I'm going to get acquainted.

EDITOR'S NOTE: You will be interested in following the career of this young man from the time he first came with the company. His identity is a secret but he is actually on the job. Next month you'll have more of his experiences.

Gold Stars of the Month

L. Hudler, Beaumont interurban operator, at the top of the picture, won his fourth star. He has been with the company since 1918 and in the seven years since gold stars have been awarded for no-accident records, he has taken four. He has taught all the cows between Beaumont and Port Arthur to dodge his car and his gold star record seems sure to grow.

Tommie Brown, Beaumont street car operator, won his first star. He plays a safe game of transportation and as safe a game of dominoes in the club room.

Fred Gaskin, standing below Mr. Hudler, also got his fourth star. He has been with the company since 1919 and claims the distinction of being "sheriff of Pinecrest."

Claude Lazenby operates one of the buses between Beaumont and Port Arthur. He received his sixth star. He has been in the service since 1922.

H. E. Merritt, at left below, took his first bus on its run in 1926. When the company took over the Port Arthur Traction Company in 1928 he was transferred from Beaumont to Port Arthur and has won three stars.

Bill Drews, center, won his second gold star. He is one of the old timers, having been with the Port Arthur company eight years before we took it over.

W. G. Huff, bus operator in Port Arthur, completed his second no accident year. He also came to the company in 1928 and was transferred from a street car platform to the wheel of a bus. His two years with us have both been without accident.



band goes by bus



Prof. R. A. Dhossche and his crack Magnolia Refinery Band as they stood in front of the Buccaneer Hotel in Galveston March 9. They made the trip in two big buses of Eastern Texas Electric Company and Operator Willie Hughes stands on the left while Claude Lazenby stands beside Mr. Dhossche on the right. This is not the first trip the band has made by bus and, according to Magnolia officials, it will be followed by many more.

Power Men



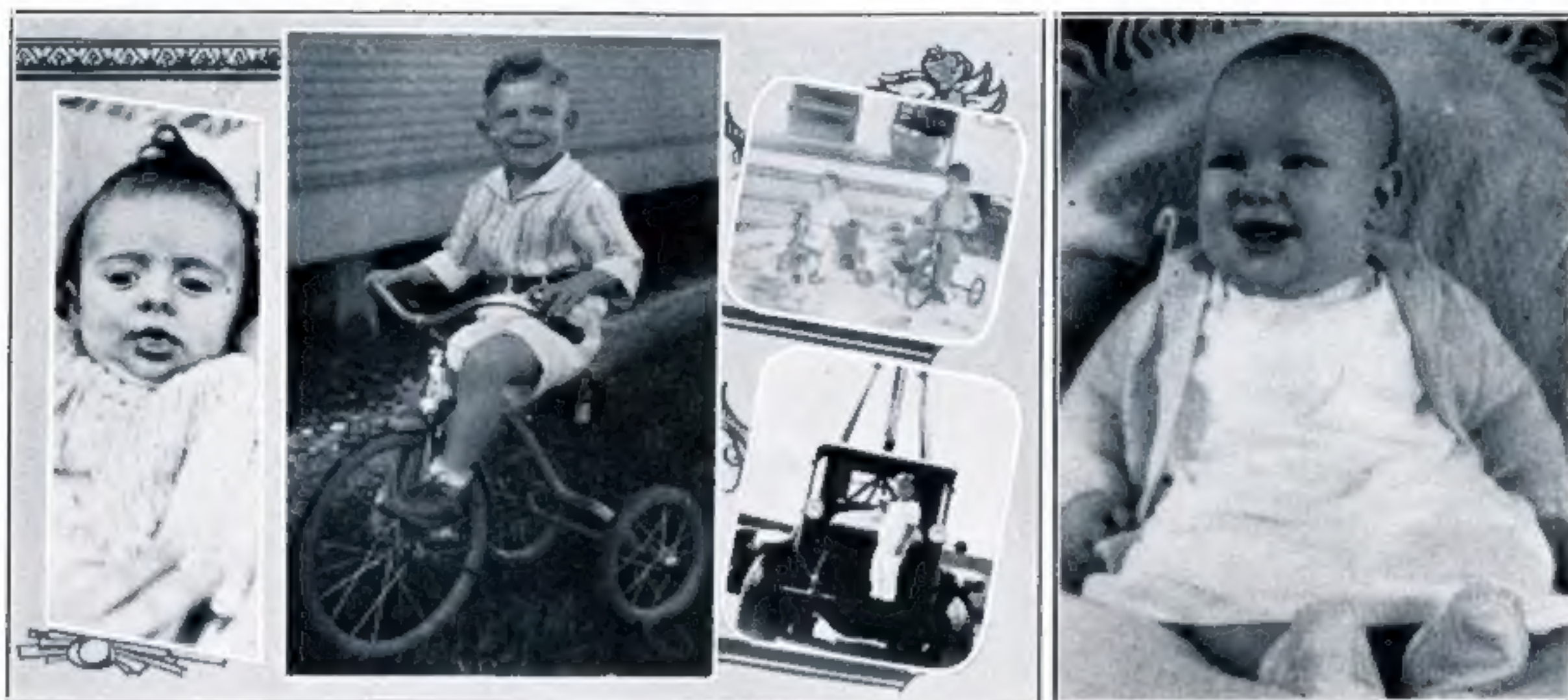
These gentlemen check and double check the juice that flows over the high-lines of a territory as large as four New England states. They are the office force of the great Neches power station near Beaumont.

Reading left to right you can make out Bob Haynes, office engineer; Rufus Sorrells, office engineer; Garland Strong, station clerk; "Wild Bill" Young, assistant test engineer; Jake Marshall, maintenance engineer; L. L. Hirsch, station superintendent; and W. H. Henderson, test engineer.

Spill Sour Lake

The G.S.U. girls played their second game of the season in Sour Lake on February 27 and won a hard fought game by a score of 14-6. The G.S.U. girls were never behind in scoring, because of Thelma and Clover South's accuracy in goal shooting. The game was featured by the guarding of Monte Marshall and Evelyn Wallace. Both girls guarded like professionals and it was almost impossible for the Sour Lake Girls to sink their shots. Baby Seale, Doris Futch and Estelle Pipkin played centers in this game with Doris Futch substituting for Estelle Pipkin at the half. Other girls seeing play and going to Sour Lake included: Agnes Goode, Dorothy Futch, Vestal Morrogh and Frances Emmer.

the young 'uns



Donald, the 5 months old son of W. D. McGraw, assistant chief clerk of the Beaumont office, looks contented enough on the left of the picture.

The fine looking fellow on the velocipede in the center is Horace Chilton Davidson, Jr. His dad is a member of the Beaumont accounting force.

At the upper right are the two lively youngsters of Y. L. Hughes of the Port Arthur engineering department. Looks as if Santa Claus had been generous to them!

And the upstanding young man at the lower right is L. B. Hereford supervising the erection of some substation equipment at Navasota. His dad is Pete Hereford, substation superintendent.

William Bond Linnehan has learned one thing in the six months since he put in his jolly appearance at the home of Chief Clerk Jimmie Linnehan at Beaumont—and that thing is how to enjoy life. That smile is worth the fabled million!

Sam Houston: "How do you like your electric washer?"

Lady Customer: "Not so good. Every time I get in the thing those paddles knock me off my feet."

Calvert

Mrs. Blanche Reynolds has returned to her home in Illinois, and her place has been filled by Louise Epstein of Calvert. We are sorry to lose Mrs. Reynolds, but we are glad to have Louise with us.

We have had quite a few visitors in our office this month. Mr. Fontana of the Beaumont office has been taking inventory; Mr. Terrell and Mr. Brann also visited us. We enjoyed their visits very much.

The Gause main street has an added attraction, since Mr. Goodwin secured the Gause Drug Co. show window to be used for Gulf States appliance display. Mr. Goodwin has placed in it everything from a lamp to a vacuum cleaner. We hope many sales will be derived from this display.

Mr. Goodwin attended the G. E. Convention at Dallas on March 11, 1930. He says that if everyone could have seen the slides and heard the lectures given, that there would be no trouble selling G. E. Refrigerators.

"Papa, what do you call a man who drives a car?"

"It depends on how close he comes to me."

girls trim nederland

New Stars Shine in Fast Contest

By C. H. French
Sports Editor

The "fair sex-tet" played their first out-of-town game of the season at Nederland February 27. They overcame the scare of playing their first game before an audience, chalking up a 14-8 win. The team is expected to improve in passing and playing as other games are played. The accurate goal shooting of Thelma South, with five field goals to her credit, and Clover South, with two field goals, sent the Nederland girls down into a smothering defeat.

The G. S. U. girls took an early lead in the scramble for victory when Thelma South rang up two points. As the game continued, the G. S. U. girls' score increased, the Nederland girls trying hard to overcome this handicap. They succeeded in tying the score at the end of the third quarter, 8 all. In the last quarter, Thelma, taking on more speed and accurate goal shooting, was successful in ringing up six more points, making the final score 14 points as the whistle blew, and sending the G. S. U. girls home happy with their first victory.

The girls showed their ability and enthusiasm at playing basket ball, some playing their first game against Nederland Hi.

Thelma and Clover South, sisters, playing forwards, proved to the audience that they could play basket ball, sinking shot after shot from all corners of the field to send the score ringing high.

Agnes Goode, playing forward in the third quarter of the game, showed herself a speed demon, out-running and out-playing her guard. Agnes is one good

reason Nederland didn't score in the last quarter. She kept the ball in her territory by getting every rebound from the goal.

Dorothy (Baby) Seale, fast traveling center, was a big gun in the victory for the G. S. U. girls. Her favorite stunt was turning the possession of the ball over to the G. S. U. girls. Many points were made because of Baby's ability to pass accurately.

Estelle Pipkin, the G.S.U. jumping center, proved her knowledge of playing basket ball by out-jumping her opponent high, wide and handsome. Baby getting her tip-off, it was easy for her to pass to either of the forwards.

Doris (Pinky) Futch, another running center, showed that she could play fast basket ball while handicapped by having the fleetest girl of the Nederland team as her opponent. Pinky figured in many scrambles for possession of the ball and usually came out on top, her golden hair waving a danger signal. Pinky is a product of Orange Hi.

Two stars of the Nederland game were Monte Marshall and Evelyn Wallace. These classy guards proved that they could play ball — and how!!

Evelyn Wallace, our sparkling brunette, having played on the Silsbee High School team, showed that Silsbee can produce as good ball players as Orange and Beaumont. The tight guarding of Evelyn was a hard spot that the Nederland girls could not get through. Many shots that were intended to raise Nederland's score were knocked back by this young lady.

Monte Marshall, also a product of Silsbee Hi and team mate of Evelyn received many cheers from the side lines. With Monte guarding, it was impossible for Nederland to get a shot at the goal from her side of the field.



Women's Committee

WHISPERINGS

February Meeting

The February meeting of the Women's Committee was held in the new Power Building Assembly Room Wednesday, February 19, with Mrs. Ruth Wilbanks, chairman, presiding.

The general subject of this meeting was "Safety." Mr. Herrin of the Meter Department, read a paper on the subject of Prone Pressure Method of Resuscitation and then gave a demonstration of how it is done, using Frank Jones of the Meter Department as his "victim." Mrs. DeBouy called attention to the fact that Mr. Herrin had saved a man's life by this method of resuscitation.

Due to unavoidable delay, Mr. Reidy was unable to be present to make his scheduled talk or bring Mr. Karnes, nationally known speaker on the subject of Safety. Nita Hogan filled in with several piano numbers, and short impromptu remarks were made by several of guests at this meeting. Mrs. Tom P. Walker, wife of the new President of our company, Mrs. Charles Terrell and Mrs. J. M. DeBouy all expressed their pleasure at being present at the meeting. Other guests were Mrs. Lillie DeBouy, and Miss Agnes Jameson of Navasota, representing the Navasota Division.

Dainty refreshments suggesting George Washington's birthday were served by a committee composed of Ethel Sparks, Elizabeth Fecel and Ada Shaddock, after which the meeting adjourned.

Did you hear about the Scotchman arrested for going down the street naked?
No!

Yes, he was on his way to a strip poker party.

April Plain Talks

Denton

Appliance School

Eighty-three women from the utility companies in Oklahoma, Texas, Mississippi, Louisiana and Arkansas gathered at the College of Industrial Arts, Denton, Texas, on March 17, for a three day Short Course in Household Electrical Equipment.

The course consisted of an intensive study of the value and proper use of the principal electrical appliances, together with lectures and talks that were more general and pertained to the broad scope that the women in the utility industry have before them. The outstanding speakers were President Hubbard of C. I. A.; Miss Margaret Gleason, Head of the Economics Department, C. I. A.; Miss Eloise Davidson, Home Service Director of National Electric Light Association, New York; Miss Helen McKinlay, Lighting Specialist of the Edison Lamp Works.

Members of our organization who attended this school were: Mrs. Wilbanks, Chairman of our local Women's Committee; Mrs. Jane Adams, State Chariman of the Women's Committee; Miss Bessie Allen, Port Arthur Sales Department; and Mrs. Dorothy Futch, Beaumont Sales Department. It was a most interesting and valuable trip, though Dorothy still shudders at the memory of the careless waitress nonchalantly turning a "long coke" over on her, completely drenching her and her packages!

Visitor (at private hospital): "May I see Lieutenant Jones, please?"

Matron: "We do not allow ordinary visiting. May I ask if you're a relative?"

Visitor (boldly): "Oh, yes! I'm his sister."

Matron: "Well, well! I'm very glad to meet you. I'm his mother."

Queen Yvonne



Presenting Queen Yvonne of the House of Ferguson as she appeared in her royal robes on the night she was crowned queen of Beaumont babies. The ceremony was performed at the city auditorium on January 22 when the baby contest sponsored by the Dokeys was brought to a close. Yvonne is the daughter of Mr. and Mrs. Ira Ferguson, and her dad is one of the efficient operators of the Beaumont division of Eastern Texas Electric Company.

New Highline

Under the direction of J. R. Kirby, the engineering and survey work on the Dayton end of the New Neches-Dayton 132 K. V. line is progressing nicely.

On the Dayton end of the job Jess Chandler is in charge of field work with the following organization:

R. F. Pearson, field engineer; Dick Thomas, draftsman; A. C. McDowell, instrumentman, and A. J. Fichter, Joyce Cowser, Latham Boone, Ralph Baker, H. R. Blankenbaker, H. J. Myers, field men with headquarters at Liberty.

Port Arthur Meeting

The Women's Committee of Port Arthur Division met in the Distribution Building, February 26, at 3:30 p. m. The first speaker was our new Superintendent, Mr. L. E. Thorne, who spoke a few minutes on "How Every Employee Can Increase Revenue and Help Reduce Expenses." Mrs. Wilbanks, chairman of the Beaumont Women's Committee and our guest at the meeting, explained that the women of both divisions would have charge of the June issue of Plain Talks and urged the cooperation of all the girls. Mr. Fred L. Davis, Jr., new Chief Clerk for Port Arthur Division, described departmentalization as practised in Beaumont office. There was a "snappy" talk by Mr. George Minton from the Sales Department—a talk requesting everyone to "pull together" to meet our 1930 bogey. Mr. W. W. Phillips, Illuminating Engineer, gave a report of the recent School of Lighting Practice held in New Orleans. A chicken salad lunch preceded adjournment.

Stenographic Chatter

Mrs. Lillie Davis Bennen, Mrs. Mary Ganchan and Mrs. Reubena DeBouy have temporarily been added to the Stenographic force in order to expedite the Coffin Award Report. Mrs. Bennen is new in our midst, but we are happy to have her. Mrs. Ganchan and "Sister" need no introduction as they are known to all and it is always a pleasure to have them.

Mrs. Marie Cato spent the weekend of March 16 in Houston visiting friends.

Miss Mary Lilyerstrom and Miss Docia Moore of the Billing Department witnessed the "Passion Play" in Houston March 22.

Like all other departments, the Stenographic Department has been hitting on "all six" the past month, endeavoring to keep up the daily work as well as additional work occasioned by the Coffin Award Report.



PAW PERKINS SEZ--

“howdy, stranger,,

Set down and visit for a spell. Things hev been sorta quiet up this here way and its nice to hev someone to talk to. Reckon we've had a sight o' visitors lately—some of 'em live a fer piece off. Thar's Mr. Davis DeBard, sales engineer for Stone & Webster in Boston, Mr. Locke of the Engineering Division at the same place and Mr. Sargl from Stone & Webster at Baton Rouge—they wuz all in to see us this month.

Say, young feller, did ye know we had another gal git married on us? Amy DeCuir went and got herself hitched up to a Mr. W. B. Oubre and everybody round the office was tickled pink. We ain't countin' on gittin' powerful quick service over the company switchboard fer awhile—not till the “moony” stage wears off anyways. The wiminfolks put their heads together, corralled some of the men and gave her a percolator set and a telechron clock. I never seen a gal look so pleased.

Wal, I've had my head set on makin' a trip to every department in the company for a long time and last week I told Ma I warn't goin' to put it off any longer so I bought myself a slab of tobacco (in case one of the wimmin folks should git to talkin' to me and fergit to stop) and I hitched up Dobbin and went. I wuz over to the Distribution Department fust and talked to that thar McGinnis lady. (I wuz glad I brought my tobacco, I'll tell you!) She was all het up over the Safety Classes the wimmin are goin' to have. Yep, they're goin' to practice the Prone-Pressure method of resuscitation over to the Distribution Buildin' and I done been warned to keep away.

When I managed to git away I bumped into A. J. Cooper and wuz invited in to the Engineerin' Department. Nice bunch of fellers work over thar, stranger. You oughta meet 'em. L. E.

South wuz a struttin' round thar with his chest stickin' out two feet. The fellers sed he has a brand new heir by the name of Barbara Anne and they all claim he's a powerful good feller—(pears like he passed round three boxes of cigars stead of the regular two.) Kirk Brock wuz makin' his usual canvas—tryin' to find someone to carry him to Houston this weekend. I kinda thot I'd help him out and suggested that he marry the gal but he jest ignored the ideer.

Yep, it wuz a purty good trip—even if Mr. Figari wuz too busy to talk and Bernice Trahan too worried over a “Cooke”, disremember whether that wuz his fust or last name, to pay much attention to me.

Hand me my whittlin' knife over thar on the cheer, stranger. I kin allus talk better when I'm doin' somethin'. Now.



Whar wuz I? Wal, wall - heh, heh. Did ye know Fred Davis is raisin' a moustache. A lady customer came in tother day and asked to see the Chief Clerk. We directed her to the man at the last desk whar Wendell Dunham and Fred Davis sat. She peered over thar a few minutes and then ask if we were refrerrin' to the man behind the “bush.”

The wiminfolks have been purty busy lately. Maw sez Mrs. Tom Walker of Beaumont had a luncheon honorin' Mrs. McLaughlin of Boston. They et over to the Goodhue Hotel. Les see—thar wuz Mrs. McLaughlin, Mrs. Walker, Mrs. McChesney, Mrs. Terrill nad Mrs. Thorne. Reckon the men got tired of the wiminfolks gittin' all the “limelight” so they hopped off to conventions and did a little “lit-ing” themselves. Four D. R.'s, Cecil Keith, Frank Smith, Burris Hays and “Blackie” DeCuir went up

to Dallas for the "Sealed in Steel" convention. I heerd that the meetin' wuz a great success—socially and otherwise. Eddie Granau, Lawrence Thorne and Pat Bishop wuz down to the Light and Power Club meetin' at Galveston. I tried to git a little information from one of 'em and decided the less I sed, the bet-



ter. Hallie Earthman wasn't goin' to git left out so he went down to the Ice Manufacturers Association convention at Corpus Christi. I jest figured "spring had come" and let it go at that. Some more evidences of spring fever are percolatin' round—what with Y. L. Hughes and A. F. Gager sportin' new cars and "Pop" Jordan claimin' he shot a "42" over to the Pine Grove course in Beaumont. Reckon its most time fer us to be hearin' some of them "fish" stories.

Did ye see them fellers doin' carpenter work on the back of the Interurban Buildin', stranger? Sure, Mike! The Salesmen's room is bein' enlarged and there's goin' to be a place made fer the repair work and supplies.

One of the gals in the Commercial Department wuz sick last week—name's Bessie Allen. She got well just in time to git to go up to Denton for a short course in Household Electrical Appliances sponsored by the Women's Committee of the N. E. L. A. Spect she'll be back in a day or two.

Wall, bye, stranger. Glad you dropped in. Hey, wait a minute! Gosh—all-hemlock! I clean forgot to tell ye about the party J. W. Williams, company attorney, gave us March 1st. He had the floor of his house all slicked up fer dancin' and there wuz an orchestra and punch and bridge tables 'neverything. It wuz some party. Reckon I musta cut up a parcel cause Maw gave me fits bout my "childish behavior" all the way home. Doggone! If I hadn't had my rheumatiz I'd of felt like the shiekiest feller thar. Wall, bye agin, stranger. Reckon I fibbed a little when I sed things were quiet down here. We're a purty lively bunch.

"Your wife has been delirious all day," said the nurse, in a worried tone, "calling for you and crying for money."

"Hah!" snorted friend husband. "Delirious, hell!"

Men About Town



Three young men about town—the town being Port Arthur, and the men, Mr. G. B. Morgan, Jr., upper left; Mr. J. Brooks Bishop, Jr., upper right; and Mr. Bobbie Swift Trotti, son of Mrs. F. C. Trotti, secretary to Chief Clerk Fred L. Davis, Jr.

Quick Thinking

Claude Lazenby's regular job is operating one of Eastern Texas Electric Company's buses between Beaumont and Port Arthur. Bus operators must be versatile and Lazenby qualified for another job March 24 when he drove up beside a small car ablaze at the corner of College and Orleans Streets in Beaumont. Jumping from his bus he put the blaze out with his fire extinguisher before the fire department arrived.

Engineers Hobby



Every man has his hobby. H. A. Duncan's is aeronautics. In his spare time, spent outside the drafting room of the Beaumont engineering department, he has assembled this plane in his garage. It has taken months, but it has been a lot of fun and Duncan gets a great kick out of seeing it grow in his hands.

Every piece in it has been fashioned by Duncan. He has studied his principles thoroughly and has adapted them to his own designs. The plane is as small as it is practical to build and will be powered by a small motor. But the builder is confident that it is airworthy and is going to give it an actual flying test early in the summer. It is the first plane actually to be built in Beaumont.

Customer—(entering store): "My! What smells?"

Merchant: "Do you smell it too?"

Customer: "Yes, what is it?"

Merchant: "The business. It's rotten."

NOT INTERESTED

"What's on the menu?"

"I have frog's legs, chicken liver, pigs' feet, and—"

"Never mind your deformities; what have you to eat?"

Diamond Practice Begins

Organization of an eight club amateur baseball league in Beaumont has met with enthusiastic response. A team of Gulf States Utilities Company and Eastern Texas Electric Company employees has been formed and is ready to play ball.

Rube Stuart, owner of the Beaumont Exporters, has offered a trophy to be given the winner of the league and our team has a fine chance to win it.

Three teams will represent the Magnolia refinery. Others are the Enjo club (Enterprise and Journal), Spears Dairy, Zummo Packing Company, and Edwards News Company. These teams will be composed of the best amateur baseball players in Beaumont.

Every man on the Gulf States Utilities team will be an employee of the company or of the Eastern Texas Electric Company. New uniforms have been purchased and the boys will be ready for the opening of the season April 7. Two games will be played each week on the Eastern Texas Electric Company diamond and manager R. M. Andrews asks that every player be out. Company fans are urged to attend the games and give vocal support. A schedule will be posted later.


Not all the players have reported but a partial list includes Gay, catcher; Robichau, outfielder; Hardcastle, pitcher; Stahl, pitcher; Dawson, pitcher; Henderson, third base; Price, third base; Sherman, third base; Rafferty, shortstop; Fontana, second base; Henry, first base; Guidry, catcher; O'Brien, outfield; French, catcher; Andrews, catcher; Neal, outfield; Houston, outfield; Quaidy, shortstop; Wherry, outfield; Angier, second base; Jackson, first base. Others will report later.

"My dear," called the wife to her husband in the next room, "What are you opening that can with?"

"With the can opener," came the reply. "What did you think I was opening it with?"

"Well," returned the wife, "From your remarks I thought you were opening it with prayer."

? HOW'S YOUR **HEALTH** BY **D. R. W. F. THOMSON**



"CURES"

I've traveled, Oh, I've traveled
 A million miles I'll bet . . .
 A-hunting healing waters
 That haven't cured me yet.

I've wandered and I've squandered
 A million yen, I'm sure,
 A-trying medication
 That promised me a cure.

Any remedy you may take . . . the
 day before you get well . . . will cure
 you in 24 hours.

A perch'll bite at anything that looks
 like a worm; a man, at anything that
 looks like a cure.

It's always the simple minded fellow
 who knows just what should be done to
 cure a complicated ailment.

We mention pain in the lumbar
 region . . .
 The cures are few . . . prescriptions
 legion.

Who remembers when the red flannel
 "chest protector" was a "sure cure" for
 tuberculosis?

While the cure, hunting the man,
 blows in his window; the man, hunting
 the cure, blows in his dough.

It's always the last thing we take or
 do, just before we get well, that gets the
 credit for the cure. That's why a pint of
 sweetened river water, colored red, sells
 for a dollar and brings a half column
 testimonial with photo attached.

We forget that Nature, unaided, will
 overcome 75 percent of our minor ail-
 ments . . . if we don't interfere with
 meddlesome medication. Mother Nature
 has provided our bodies with defenses
 against most ailments of an infectious
 character, and if we will but put our-

selves at rest, while she repairs the
 damage, our health is usually restored
 promptly.

But the most of us, when we get sick,
 think that we must have a spoonful of
 something out of a bottle, though we
 may need nothing more than a day or
 two of rest in bed and a restricted diet.
 It is estimated that 90 percent of self
 administered medicine is not needed . . .
 much of it actually contraindicated.

Take, for instance, the highly adver-
 tised and expensive "mouth washes."
 The most efficient mouth wash that one
 can use . . . if, indeed, he needs any at
 all . . . is plain salt water . . . teaspoon-
 ful of salt to the pint of water. If the
 teeth are kept clean and in good repair
 and if the tonsils are healthy, one needs
 no "mouth wash", other than plain
 water.

Then there is the "hair-restorer-dan-
 druff-cure" humbug. When a crab loses
 a claw it'll grow back . . . they're that
 way; but when a man loses a hair it
 won't grow back. Baldness is due to
 atrophy of the hair follicles . . . no fol-
 licle, no hair. Dandruff cure advertise-
 ments to the contrary, there isn't any
 cure for dandruff. The best treatment
 for dandruff is to keep the scalp clean
 with plain soap and plain water and
 expose it to the direct rays of the sun
 as much as possible.

Speaking of humbugs, let us glance at
 the "flesh-food" racket. Unfortunately
 the flesh doesn't get its "food" through
 the skin . . . food for the flesh is still
 supplied by the blood in the good old
 fashioned way, and in no other. When
 it's flesh feeding time, cream on your
 oatmeal beats cream on your skin. If
 you want flesh food get it at the butcher
 shop, not at the drug store.

Navasota Celebrates



Many thousand people from all over the state and from other states attended the presentation of the statue of La-Salle, discoverer of Texas, to the city of Navasota by the Daughters of the American Revolution. An elaborate program was rendered. The monument was floodlighted for several nights and the D. A. R. expressed profuse thanks for the assistance of the company.

Messrs. Brann, Welch, Clarke, Hereford, Merriam and McClurkin attended a three day meeting of the Light and Power Club at Galveston on March 5. "A great time was had by all"—so the story goes, but strange as it may be, we have heard nothing about the meeting in this district. It is rumored that certain folks in Beaumont could tell lots—if they just would!

"Pete" Allphin is all pepped up these days, and its no wonder, 'cause he has a great big bouncing boy at his house. Pete says he is in line for the Presidency, at least. Mrs. Allphin and young Charles are both doing fine, and from all we hear, that boy should make a great "bally-hooer" if he keeps up at the rate he's going.

We are surely sorry to announce that Kitty Keelan, stenographer to Mr. McClurkin, has resigned to accept a position in Houston with Ingersoll-Rand

Company. Kitty has many friends here who will be mighty sorry to see her go, but we wish her all kinds of success in her new work. Do you suppose that Houston being just forty miles from Liberty had anything to do with Kitty's decision to work there?

Navasota's Local Office had a toast and coffee demonstration during the last toaster campaign, but though most people seemed to like our showing what the appliance would do, they weren't much inclined to buy. However, we succeeded in getting a few good prospects that we expect to sell "muyprompto".

The Personal Improvement classes are still holding weekly meetings, but Mr. Johnson only meets with them once a month. During his absence, various members take turns at conducting the classes. Subjects are assigned by different people in the class for each meeting.

The Great Hopkins has been honoring this Division with his presence for the last month. We have heard certain young ladies express their "sentiments" about him, but he is too true to the "girl he left behind" to be much smitten with our charms.

Two weeks ago there was a flying circus in town and the Company girls went up to see the sights. They looked mighty brave when they got in the plane, but after a few loops and glides and flips, they were a muchly sobered up bunch when it came time to crawl out. And though we hate to say it, we have a sneaking suspicion that perhaps the men who donated for the ride fund the girls collected, expected and hoped they'd get a bunch of new stenographers.

A lion met a tiger
As they drank beside a pool,
Said the tiger, 'Tell me why
You're roaring like a fool?'
"That's not foolish," said the lion,
With a twinkle in his eyes,
"They call me king of all the beasts
Because I advertise."

A rabbit heard them talking
And ran home like a streak.
He thought he'd try the lion's plan,
But his roar was a squeak.
A fox came to investigate—
Had luncheon in the woods,
So when you advertise, my friends,
Be sure you've got the goods.

Orange



Mr. and Mrs. Fred Leonard are the proud parents of a baby girl born March 14.

Misses Liza Bryan and Nita Hogan were guests of the Orange office Wednesday, March 12. We certainly enjoyed their visit and wish that more of the Beaumont girls would come to see us.

Joe Hatley attended the G. E. convention in Dallas March 10 and 11.

C. E. Taylor hopes to close a sale on a cooling system for a dairy the latter part of this month.

E. A. Stobart attended the Light and Power Meeting held in Galveston March 5, 6, and 7.

Jackson-Parish

Miss Fay Jackson and George Parish were married February 22, at 11 o'clock at the Presbyterian church by Rev. E. T. Drake. Immediately following the ceremony the happy couple left by motor for Houston.

Miss Jackson has been a member of the West Orange school faculty for the past three years. George has been a member of the Service and Meter Department for twelve years.

Caldwell

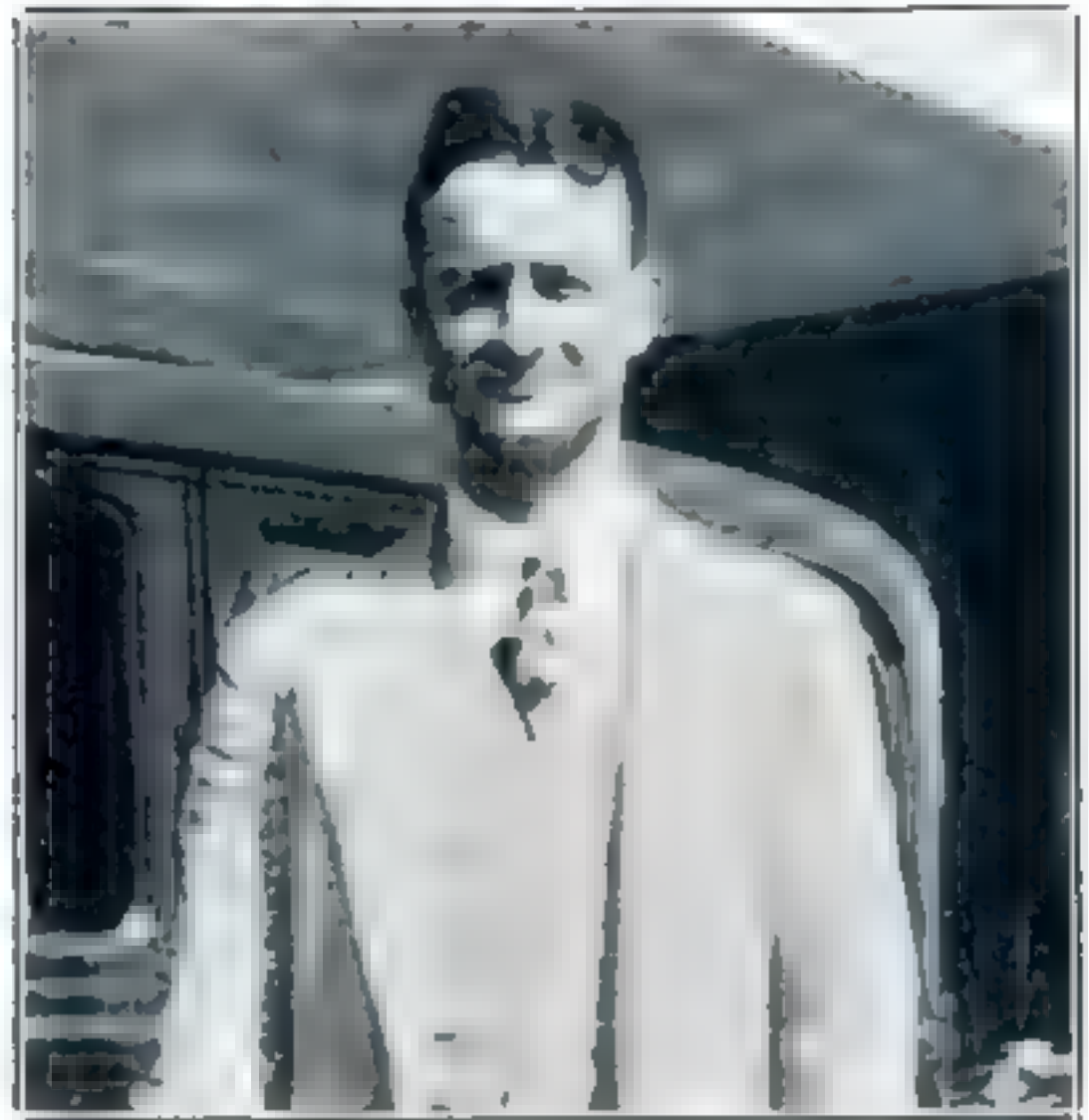
We installed about 100 additional awning lights the past month, making Caldwell all lit up.

All Ice plant and delivery equipment has been painted and remodeled getting ready for the coming ice season.

Mrs. I. C. Moore, wife of our Cashier has arrived from Georgia and I. C. is now enjoying home cooked meals to his liking.

Mr. and Mrs. Pat Murphy have opened their home to a new 8 pound District Representative. J. Pat, Jr., was born March 5. Mother and the young man are doing nicely, and Pat is expected back on earth in the next ten days.

Helps Set Sales Record



Ellis Taylor, district representative, is playing a large part in the fine record the Orange office is making.

Silsbee

We have completed the contract for another rural line and have connected this line with ours, making Mrs. J. J. Delaune one of our customers.

We have installed three ranges this month, and have another prospect which we hope to install one for. We lacked one percolator of selling all of our waffle irons and percolator sets that we were bogied for during the month of February.

The plans for the new Ice Plant are being made, and the citizens of Silsbee are eagerly looking forward to its completion. We expect a lot of business from this new plant, as it will be much more convenient for platform trade. The old plant is about two miles from the main part of town, and the new plant will be in the business part of town.

W. Scott likes the job of patrolling the high-line from Silsbee to Voth, and from Silsbee to Kountze. He says that he needs plenty of exercise, and he gets it.

Sweet—"Do you let the boys kiss you?"

Adaline—"No. But I'm not very strong."

Accounting Department

'Tis the first of April and all's well in the Accounting Department.

We have as our guests, A. F. Henderson W. G. Sherburne, W. P. Ripley and Dan Menihan, auditors from the Boston office of Stone & Webster Service Corporation, who are making the annual audit of the records of our companies.

Fred Johnson is conducting Personal Improvement Classes for the benefit of members of the Accounting Department on Tuesday and Thursday morning of each week. The attendance at the first meeting necessitated the organization of two classes of twenty-seven members each. Class No. 1, is headed by W. D. McGraw, Jr., as chairman, and D. K. Clubb as secretary. Class No. 2, is under the leadership of J. Linnehan, chairman and J. C. Genaro, secretary. A great deal of enthusiasm is being displayed by all of the members and no end of benefit will, no doubt, be derived from the classes.

We extend our sincere sympathies to H. R. Weaver on the recent death of his uncle.

Certain members of the Accounting Department assisted Miss Lurah Mae Bell in celebrating her birthday a few weeks ago. The party took place in the vault on the second floor of the Inter-urban Building and a jolly time was had by all.

Miss Thelma South of the Billing Department spent the week-end of Mardi Gras in New Orleans.

Commercial Department

Earl Clubb says he has found that the Toastmaster Toaster has been named wrong. The modern woman resents any name with the word "master", therefore, in his sales talk this month, he is calling the toaster the "Toastmistress" and it is getting over big with the ladies.

On March 11th the following men attended the spring "Sealed-In-Steel" Convention of General Electric Refrigerator Dealers at Dallas, Texas: R. M. Andrews, R. A. Honsberger, Frank Quaidy, E. H. Little and V. P. Gayle from Beau-

mont, J. D. Hatley from Orange and A. B. Hays, C. Keith, C. D. DeQuir and Frank Smith from Port Arthur. These men were guests of the Edmundson Refrigerating Corporation Houston Distributor and report a most profitable and enjoyable meeting.

The "Sale-A-Day" Club has the following membership this month: Earl Clubb, T. O. Charlton and Jerry Outlaw.

Quintet Closes Season

On February 13 the G. S. U. Quintet played the Beaumont Y.M.H.A. Squad on the South Park College court winning with a final score of 39-18. With Bubba Stahl's ten field goals and Ray Gay's six, the G.S.U. boys were in the lead the entire game. The Y.M.H.A. scored ten points in the second quarter in an effort to overcome the large lead of the G.S.U. team. The starting line-up for the game included: Bubba Stahl and Ray Gay as forwards, Andy Poulson as Center, French and Buckley as guards. Others seeing the game included: Price, Wherry, Ricks, Davis and Harcastle.

The G.S.U. team travelled to Sour Lake February 27, playing the Sour Lake Independents in the high school gym and losing a heartbreaker by a 16-13 score. The G.S.U. Squad saw a lead at the half overcome and the game lost by three points. The line-up for this game included: Stahl and Price as forwards, Poulson as center and Buckley and Davis as guards.

The G.S.U. Squad played the Lake Charles G.S.U. boys on the French High School Court February 19th, losing a hard fought and rough game to the Lake Charles boys by a 15-9 score. In the first quarter the score stood 5-4 in Beaumont's favor and at the half, the score was in Lake Charles' favor being 14-9. The last half was featured by the tight guarding of both teams, a lone point being made by Lake Charles on a foul. The game started with these boys playing: Stahl and Gay as forwards, Poulson as center, and French and Buckley as guards. Others seeing the game included: Wherry, Price, Ricks and Davis.

PLAIN TALKS

Vol. IX

No. 4

P. E. McChesney
Advisor

K. E. Sutton
Editor

Landon Neal, Associate Editor
Jack Gammage, Art Editor

Published monthly by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

Power Club Meeting

Problems and questions of mutual interest to the Stone and Webster utility companies in the Southwest were given a thorough airing at the annual Light and Power Club meeting held in Galveston March 5, 6 and 7. In addition to the Texas and Louisiana divisions of Gulf States Utilities Company, there were representatives from the various departments of El Paso Electric Company, Baton Rouge Electric Company and Galveston Electric Company.

Vice President J. Frank McLaughlin of Stone and Webster Service Corporation was the principal speaker at the opening banquet. Beaumont was represented by President Tom P. Walker, Vice President C. F. Terrell, Comptroller P. R. Williams, Commercial Manager P. E. McChesney, A. R. Watson, H. W. Whiton, K. E. Sutton, F. P. Allen, H. E. Braunig, H. R. Sharpless, W. V. Holik, J. Linnehan, Jack Orrick, J. E. Murray, J. M. DeBouy, L. J. Himel, E. C. Adams, J. W. McCann, C. H. Ingraham and E. C. Sawyer.

L. E. Thorne, J. B. Bishop and E. L. Granau attended from Port Arthur, while Navasota was represented by C. A. Brann, L. C. McClurkin, C. V. Merriam, L. M. Welch, and F. W. Bridler.

V. B. Hereford of Madisonville, W. G. Clarke of Caldwell, Carlton Ely of Alvin were also in attendance.

Boston Visitor

A visitor from Boston the early part of the month was Davis M. DeBard. He spent several days with officials of the merchandise sales department discussing sales problems.

Came the Dawn



No, kind reader, 'tis not exam week at old Exeter—nor a meeting of the village cut-ups. This is a graphic story of the making of a monumental report to the prize committee of the Charles A. Coffin Award for the most outstanding contribution of an electric railway utility for the year 1929.

For two weeks the labor was unabated from seven in the morning until eleven at night. A vast amount of material was assembled, and arranged, and the story of the year was the result. It was a companion work to the one submitted by Gulf States Utilities Company for the electric utilities division. Both were forwarded to New York on the same day.

The scene shows Dan Poulson at work lettering a photograph layout; Jack Gammage with his glue pot and scissors assembling a story in pictures; Mrs. DeBouy taking down the story as it was dictated by Kenneth Sutton; Matt Craig working over figures that will make the prize committee open its eyes; Mrs. Ganchan typing away for dear life as the time grows shorter; and Mr. Singleton, superintendent of railways, concentrating on the edge of the table. It's a great story and one the company can be really proud of.



EMERGENCY ONLY

A foresighted girl is one who sleeps in a cotton nightie, and keeps a pair of silk pajamas under her pillow in case of fire.

"We all want you to come to our party tonight, Mandy."

"Can't Sambo, I've got a case of diabetes."

"Come along anyways, Mandy, and bring it wid you. Those folks will drink mos' anything!"

Mrs. Gleeson (at seaside concert)—
"She has quite a large repertoire, hasn't she?"

Gleeson—"Yes, and that dress makes it look all the worse."

The tourist rushed into the country store. "I wanna quart of oil, some gas, a couple of spark plugs, a timer, a five-gallon kerosene can, and four pie tins."

"All right," replied the enterprising clerk, "and you kin assemble 'er in the back room if you wanto."

An Irishman in New York started what promised to be a large family. A baby came every year for four years and then no more. A friend said one day, "Pat, why is it your wife presents you with no more kiddies?"

"I don't want any more," says Pat, "they say that every fifth baby in New York is a Jew."

And to what do you owe your extraordinary success as a house-to-house salesman, Mr. Andrews?

Mr. Andrews: "To the first five words I utter when a woman opens the door—"Miss, is your mother in?"

ALLUREMENT

Dentist (just off for a round of golf, to assistant): "If anyone should inquire, Miss Brown, I'm away on business. I have eighteen cavities to fill this afternoon!"

The unjustifiably high rates of many hotels is proverbial.

A sailor who had been stopping at a fashionable hotel and who was paying his bill, looked up at the girl cashier and asked what it was she had around her neck.

"That's a ribbon, of course," she said. "Why?"

"Well," he replied, "everything else is so high around here that I thought perhaps it was your garter."

Co-Ed: "Stop that man; he tried to kiss me!"

Cop: "That's all right, Miss; there'll be another along in a minute."

A negro woman walked into an insurance office and asked whether they dealt in fire insurance.

"We do," a clerk replied. "What do you want insured?"

"Mah husband."

"Then you don't want fire insurance," smiled the clerk as he reached for another application form. "What you want is a life insurance policy."

"No, ah don't," exclaimed the woman. "Ah wants fire insurance. Mah husband's been fired fo' times in de las' two weeks."

Proud Parent (who served in the A. E. F.): "And that which I have just told you, my son, is the story of my experiences in the World War."

His Son: "But papa, what did they need the rest of the army for?"

There's A Lot
Of Difference
Between
Guessing And
Knowing